

**Ramsey County Workforce Investment Board**

**Communications & Marketing Committee Meeting  
December 11, 2002**

**Members Present**

Melissa Osborne, Chair  
Jan Curtis  
Scott LeMire

**Staff/Guest**

Kathy Korf  
Jim Schultz for Mary Brunkow

**Members Absent**

Mary Brunkow  
Lorrie Louder

**Welcome and Announcements**

Melissa Osborne, Chair, called the meeting to order at 11:40 a.m. Melissa announced that she is resigning from the WIB to focus more time on her family and business and is looking for a replacement for herself from U.S. Bank. The need to recruit additional members to the Communications and Marketing Committee (C & M) was discussed.

**Business Plan Tactics Update**

**Membership Orientation**

Melissa Osborne reported on the WIB membership orientation held December 5 and shared her ideas for the next orientation, as follows:

- Add the company name to WIB members' name tents and have them available during orientation or use preprinted nametags.
- Develop a short survey form to solicit feedback from members regarding the content and meeting time.
- Prepare a PowerPoint presentation to be used in conjunction with the Member's Handbook, to include the WIB's mission and vision statements, Partnership Agreement and the charts included in the handbook.
- Continue with a two-hour orientation session prior to the General Membership meeting.
- Notify members by e-mail of the orientation date and then follow-up with a phone call the day before the orientation.
- Provide, at a minimum, coffee and soft drinks at the orientation.

Melissa also mentioned that the Website Resources page in the Handbook has been updated to include the website addresses for the WIB and Youth Council and that 30 additional copies of the handbook need to be printed so that all WIB members have a copy (Melissa offered to assist with the printing of the handbooks).

### Membership Recruitment

Members discussed the need to recruit business representatives. Melissa suggested that a recruitment brochure be developed for this purpose.

### WIB Marketing and Communications Plan

Melissa Osborne reported that a champion is still needed for the WIB Marketing and Communications Plan. Melissa stated that champions for each project are nice but that the work needs to be spread out among all Committee members. Scott LeMire suggested that a chamber member be recruited for C & M.

### Marketing Policies of One-Stops & Partners

Jim Schultz reviewed the Minnesota Department of Economic Security's (DES) vision and mission statements. Jim reported that marketing efforts at the State level are being done through the DES website and also by employing individual marketers to educate employers.

The Marketing Plan recently completed by Chris Stoehr and Kathy Simmons of DES was cited as one example of ongoing efforts being done through the WorkForce Centers. Jim added that an electronic newsletter is now in the conceptual stage.

### 2002 Annual Report

Melissa Osborne led a discussion on development of the 2002 annual report.

- Melissa suggested a collage of photographs of customers using the workforce centers for the cover of the report.
- Kathy Korf suggested that WIB chamber members be contacted regarding the content for the Report from a business perspective.
- Melissa suggested a 90-day timeline for preparing the report.
- Scott suggested the need to check on funding for developing and printing of the report.

Melissa offered to follow-up with Mike Chanaka and Shelley Rose regarding these issues.

### Website Links

Melissa Osborne suggested that links with core partners and WIB stakeholders be developed, such as the Saint Paul Port Authority. Suggestion was made that a quick link from the Ramsey County home page be added.

### Adjourn

The meeting was adjourned at 12:50 p.m.

### Next Meeting

January 15, 2003

Agenda Item – Election of Chair